

BJÖRN BORG **SAYS JA! TO TURNING** **THE LIGHTS OFF**

BRAND BUILDING STEP-UP **- SPECTACULAR EVENT IN CONNECTION TO** **LONDON FASHION WEEK**

February 15, 2012

Swedish northern lights will be seen over London, as Björn Borg kicks off London Fashion Week with an exclusive event on February 16. A short-film is launched on an enormous spray screen over the River Thames with Swedish pop icon Robyn performing in a Scandinavian inspired winter landscape. This event is a step in Björn Borg's increased global brand building efforts and international expansion.

TAKING SWEDEN TO LONDON

This event takes place at London landmark Battersea Power Station, which Björn Borg transforms into a miniature Sweden with a pine forest, snow, hot tubs, sauna and Swedish sushi. Outside, a fashion film in 4D directed by award winning Paris Kain will be launched at a 25x50 metre screen of steam over the River Thames. The brand will also showcase their autumn/winter collection 2012 and offers entertainment with Robyn in an exclusive co-performance with Coco Sumner.

"A key element in our growth efforts is edgy branding activities such as this event in London, in one of our most important expanding markets. They strengthen Björn Borg in existing markets and prior to expansion to new ones. Thanks to its stable financial position, Björn Borg can invest long-term in future growth", comments Arthur Engel, CEO of Björn Borg.

Other important parts of Björn Borg's expansion include an expansion to new markets such as China in 2012, a broadened range of sportswear, global e-commerce and the addition of more Björn Borg stores in Europe. In 2011, total sales of Björn Borg products amounted to almost SEK 1.7 billion excluding VAT, at the consumer level.

LOCATION AND IMAGES/FILM

Battersea Power Station is located in between Battersea and Vauxhall bridges. Ideal viewing points include: Battersea Bridge (South bank), Vauxhall Bridge (South bank) and the South bank of the Thames outside Battersea Power Station.

Images and a film teaser are available at <http://lightsoffshow.bjornborg.com>

A live stream, led by English stylist and T4 presenter Alexis Knox, is broadcasted on February 16, from 21.00 CET on [facebook.com/bjornborg](https://www.facebook.com/bjornborg).

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About Björn Borg

The Group owns the Björn Borg trademark and its core business is underwear. It also offers clothes, footwear, bags, eyewear and fragrances through licensees. Björn Borg products are sold in around twenty markets, of which Sweden and the Netherlands are the largest. The Björn Borg Group has operations at every level from branding to consumer sales in its own Björn Borg stores. Total sales of Björn Borg products in 2011 amounted to almost SEK 1.7 billion, excluding VAT, at the consumer level. Group net sales amounted to SEK 537 million as per December 31, 2011, with 131 employees. The Björn Borg share has been listed on NASDAQ OMX Nordic in Stockholm since 2007.